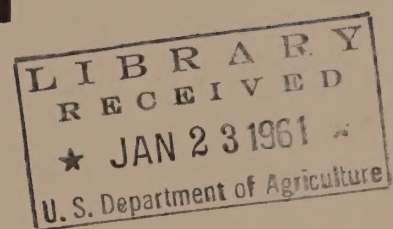


WELLER

Packaged

PERENNIALS



Plant varieties and package styles for every
garden center, variety store, department store,
and other retail outlet

Scientifically Grown
and Packaged By
WELLER NURSERIES, INC.
HOLLAND, MICHIGAN



HOLLAND FLOREX

THE HIGH QUALITY, LOW C



For years the favorite with more than 80 popular varieties

Holland Florex perennials are carefully graded plants selected from Weller's field stocks of some 500 varieties and colors. All the best-sellers are included — Phlox, Delphinium, Carnation, Mums, Columbine — as well as old-time favorites like Hollyhock, Lily of the Valley, Shasta Daisy, and others.

Every plant is packaged in a trim, colorful space-saving cylinder with a full color illustration and planting instructions. Roots are packed in peat. Foliage extends above the package to add that "live and healthy" sales appeal.

Plants are shipped fresh to you in ventilated cartons that convert to self-service display.

**ONE ORDER FROM WELLER SETS YOU UP
IN THIS PROFITABLE BUSINESS**

A few square feet of shelf or counter space and a modest investment in stock will make your store headquarters for choice perennials. You can order as few as 100 plants from Weller — any variety. You pay no penalty for this minimum order, just Weller's usual low prices. The price is even lower when you order larger quantities. All varieties sell fast at 39c ea. or 3 for \$1.00, so the larger your order the more your profit per plant.

For help in making up your order, check the list on page 7. These assortments will assure you the best-selling, fastest-moving stock. Or if you know just what you want, use the order forms. Just be sure to get your order in the mail to us without delay, so we can book it. Tell us when you want your Weller perennials shipped — and they'll be there.

See page 7 for suggested assortments, or use the order forms to make up your own assortment.

COST PLANT IN THE COLORFUL SLEEVE PACK

**merchants and customers —
varieties and colors**

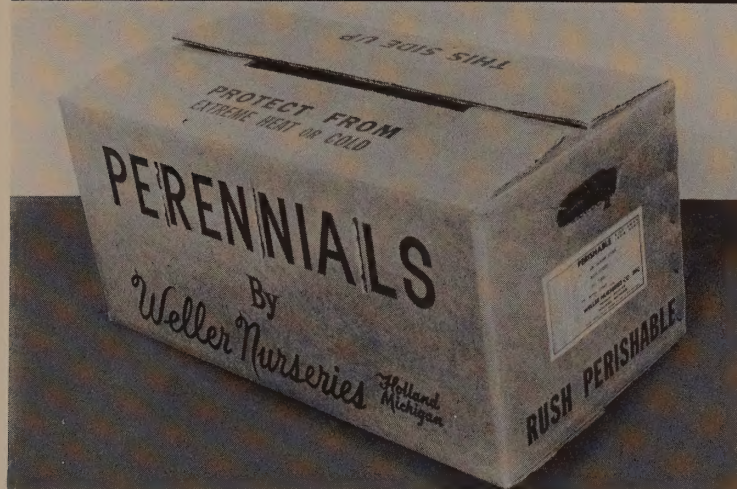
plays. No clerical “push” is needed to sell Holland Florex. Their color, variety, and packaging sell themselves. The usual problem with Holland Florex—if indeed it’s a problem at all—is maintaining inventory to keep up with demand. Weller solves that by prompt shipment of your orders.

With Weller’s huge stocks and swift service, you’re sure of perennials straight through the buying season. While your competition may be waiting for local growers to dig and deliver, you’ll have plants to sell—Weller plants—the best and biggest variety in town.

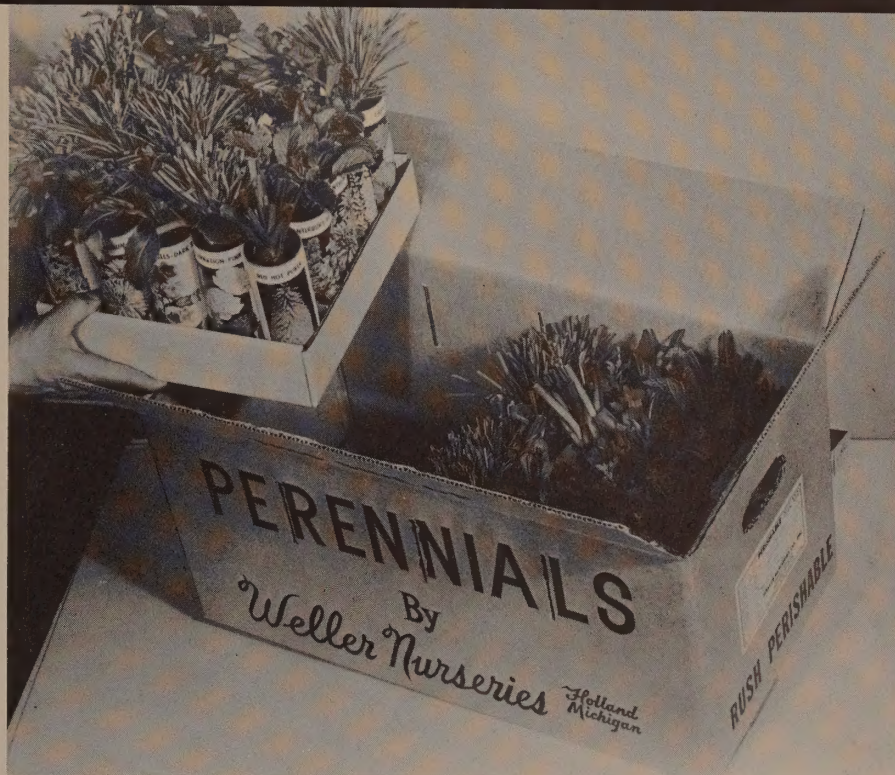


HARDY FIELD GROWN PLANTS IN A SELF-CONTAINED, SELF-SELLING DISPLAY THAT NEEDS ONLY 10½" x 10½" SHELF OR COUNTER SPACE.

EACH SHIPPING CARTON CONTAINS 2 DISPLAY TRAYS OF 25 PLANTS EACH



Ventilated carton is disposable. Trays are instantly ready for sales counter . . . the most plant in any package in its price class.



LANDSCAPE GRADE

THE MARKET'S BEST QUALITY IN THE MARKET'S BEST PACKAGE



BIG, STRONG 2-YEAR-OLD TRANSPLANTS IN THE GIANT SQUARE PACK

These are the plants — and the pack — that keep the Weller order department working overtime. Weller's Landscape Grade Perennials are just what the name says — strong, vigorous 2-yr.-old transplants that seem almost ready to burst into bloom as they thrive in their big, colorful square package.

The package itself is 3¼" wide and 2½" deep by 7" high, and it's crammed full of plant. Big, hungry roots are packed in peat, feeding the foliage that already tops the package when the plant is shipped. The plant keeps right on growing inside its poly bag.

Right now the demand for Weller Landscape Grade Perennials is so great that, despite our extensive acreage, we can offer them only in a relatively limited number of varieties. These are, however, the best-selling numbers—Peony,

Bleeding Heart, Pacific Delphinium, Lavender, Phlox and others. They sell readily at prices ranging from 59c to 89c, with a generous profit margin. And the quality is so superior that every plant you sell is a sure-blooming salesman for all the other varieties.

See page 7 for suggested assortments, or use the order forms to make up your own assortment.

As with Holland Florex, Weller Landscape Grade Perennials are available to you in minimum quantities of two cartons—64 plants—at no price penalty. Large orders earn you a discount from Weller's regular low prices. Order now, specifying the date you want your plants shipped. And plan to re-order frequently. Keep your Weller stocks up, and keep your customers.

MORE THAN 40
SELECT VARIETIES
AND COLORS—
ROOTS BEDDED IN
A LARGE BALL OF
PEAT—ENCLOSED
IN POLY BAG—
PACKED IN A
2-COLOR CARTON
WITH
FULL COLOR PICTURE

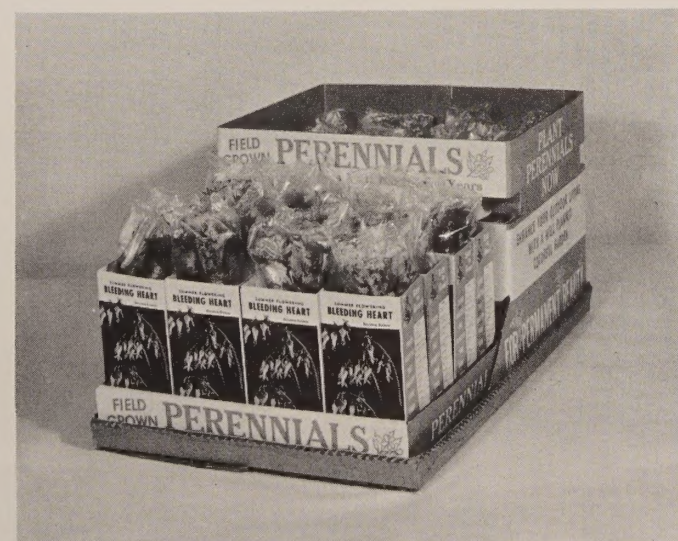


The picture on the Weller square package is the next best thing to the real plant. It's a beauty!—big, full color, so real-looking it's almost fragrant. The package, complete with planting tips, is printed in a clean, cool, sky blue, matching the trim of the display carton. Display requires only 13½" x 23" counter space, and it starts selling the instant you open the carton.

SHIPPING CARTON SETS UP EASILY FOR DISPLAY



1. Landscape Grade Perennials are shipped 32 to carton. To set up display, tear carton along arrows. No knife needed.



2. Carton with top removed, showing two trays of 16 plants each. One tray is in foreground. Second tray is enclosed by rectangular sleeve.



3. Rectangular sleeve is removed from carton, revealing second tray. Front tray has been placed in top of sleeve, resting on corner supports.

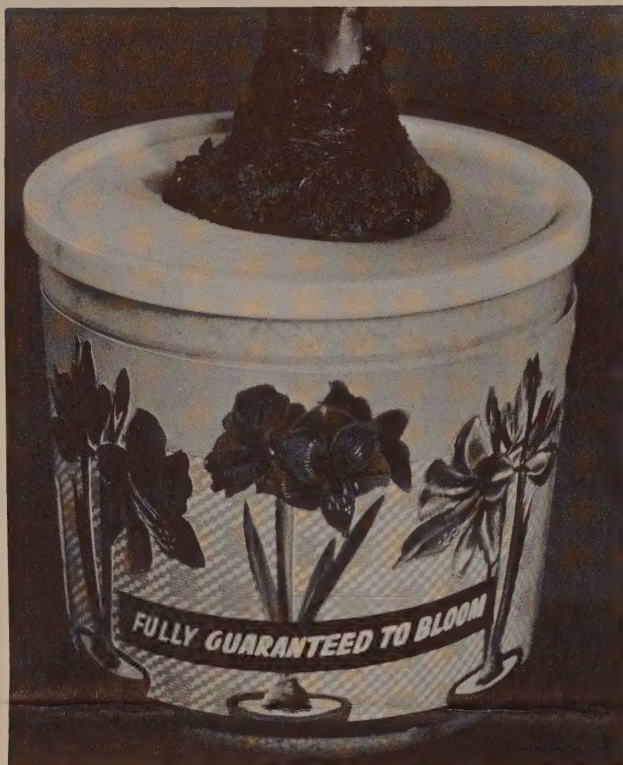


4. Remaining tray has been removed from carton bottom and slid into display position. Entire job is done in seconds, with absolutely no handling of individual packages.

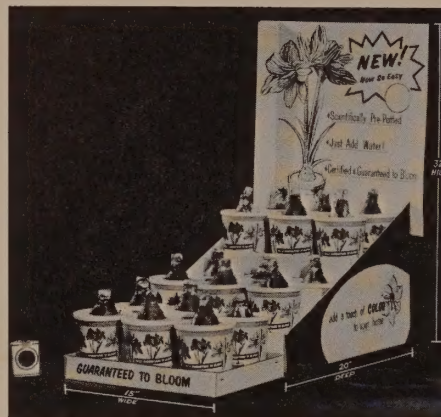
Boxes, trays, and step display unit all in matching sky blue and white. Individual plants are displayed to traffic in three directions.

WELLER SPECIALTIES

POTTED GIANT AMARYLLIS



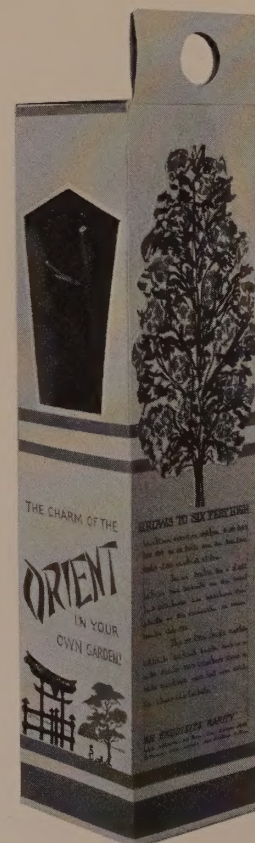
A spectacular seller—because it's a spectacular plant. This world-renown Hippeastrum strain produces blooms as big as your hand, as many as four per stem—in ravishing Deep Red, Pink, delicate Salmon, or Rose and White. It couldn't be easier to care for: simply remove lid, add water, keep at room temperature. We *guarantee* it will bloom, or we'll refund your customer's money. Packed in a strong plastic pot, with full color wrap-around label, 24 to a carton including exciting display. Available through March, 1961. See price list.



PACKAGED TREE PEONY

Through our international purchasing contacts we have acquired from the master growers in Japan limited quantities of this lovely dwarf tree—the Tree Peony that Oriental emperors prized so dearly they refused to share it. Now Weller offers this beauty in hardy plants that grow 4 to 6 ft. high.

Each plant is packed in a striking display box, 3 1/4" x 3 1/4" x 13", with roots pressure packed in peat. Package has cut-outs to allow view of stem and buds—convenient carrying handle—and an illustration of a full-grown tree. Packed 24 plants per carton in an assortment of 5 best colors—Red, Light Pink, Dark Pink, White, and Purple. \$1.45 per plant (\$34.80 per carton) 1 to 9 cartons. 10 or more cartons \$1.40 per plant (\$33.60 per carton). F.O.B. Holland, Mich.



Order Form

WELLER NURSERIES CO., INC.
P. O. Box 1111, Holland, Michigan

FOR SPRING 1961 DELIVERY

Weller's Landscape Pack Perennials

Landscape grade plants in giant display boxes for counter sales

Date of Order _____

Ship to _____ Buyer _____

Street _____ Ship when _____

City _____ State _____ Via _____

Packages are shipped in Display Trays—ready for sales counter—16 per tray, 2 trays (32 plants) per case.
QUANTITIES TO ORDER: Order in multiples of 16 or 32 plants per variety—for small orders in multiples of 4.
Total order should be in multiples of 32 to fit cases. Minimum order 1 case (32 plants).

Quantity	Variety	Quantity	Variety
GENERAL LIST 26c* each			
_____	ARMERIA LAUCHEANA Pink Popcorn Balls	_____	HIBISCUS (Avalon Hybrids) Red to White
_____	ARTEMISIA SILVER MOUND	_____	JAPANESE IRIS Assorted Colors
_____	BLEEDING HEART—SUMMER FLOWERING (Eximea) Pink Hearts	_____	LAVENDER (Sweet Fragrance) Lavender Blue
_____	CANDYTUFT (Iberis) White Snow Flakes	_____	MONARDA Cambridge Scarlet
_____	CARNATION (Hardy Giant) Pink	_____	MYRTLE—PERIWINKLE (Vinca Minor) 3 plants of 10-15 leads per package
_____	CARNATION (Hardy Giant) Red	_____	ORIENTAL POPPY Scarlet
_____	CARNATION (Hardy Giant) White	_____	PAINTED DAISY (Robinson's) Mixed Colors
_____	CORALBELL (Heuchera) Deep Pink	_____	PHLOX (Tall Hardy) APPLE BLOSSOM Pink
_____	CREEPING PHLOX Carmine Red	_____	PHLOX (Tall Hardy) FLASH Red
_____	CREEPING PHLOX Lavender Blue	_____	PHLOX (Tall Hardy) ROYAL PURPLE Blue
_____	CREEPING PHLOX Rose Red	_____	PHLOX (Tall Hardy) WHITE ADMIRAL White
_____	CREEPING PHLOX White Delight	_____	PLANTAIN LILY (Funkia Lancifolia) Lavender
_____	CUSHION CHRYSANTHEMUM (Browni) Bronze	_____	RED HOT POKER (Tritoma Phitzeri) Orange
_____	CUSHION CHRYSANTHEMUM (Lemona) Yellow	_____	SHASTA DAISY—ALASKA—Single White
_____	CUSHION CHRYSANTHEMUM (Lipstick) Red	_____	SHASTA DAISY—MARCONI—Double White
_____	DAY LILY (Hemerocallis) Lemon Yellow	_____	SHOWY SEDUM (Spectabilis) Bright Pink
_____	DAY LILY (Hemerocallis) Pink	_____	SWEET WILLIAM Mixed Colors
_____	DAY LILY (Hemerocallis) Orange Red	_____	TEUCRIUM (Germander) Dwarf Hedge Plant
_____	FOXGLOVE (Excelsior Strain) Mixed Colors	_____	VERONICA BLUE CHAMPION Blue Spikes
_____	GARDEN HELIOTROPE (Valeriana) Purplish Pink	_____	VERONICA ICICLE White Spikes
Total Plants _____		Amount _____	

PACIFIC HYBRID DELPHINIUM 32c* each

- _____ BLACK KNIGHT—Dark Blue
- _____ GALAHAD Pure White
- _____ SUMMER SKIES—Light Blue
- _____ ROUND TABLE—Mixture of finest shades

BLEEDING HEARTS—3 eyes and up 32c* each

- _____ OLD FASHIONED (Spectabilis) Red Hearts

Total Plants _____ Amount _____

PEONIES—Double Flowering Varieties—3 eyes and up—40c* each

- _____ Pink _____ Red _____ White

Total Plants _____ Amount _____

Shipped _____ Total All Plants* _____ Total Amount _____
Cartons _____ Weight _____

*Quantity Discount—Each order for 10 cases (320 plants) or more 1 cent less per plant. Prices include complete Step Set-up with Display Trays for every case. ALL PRICES F.O.B. Holland, Mich. Terms 30 days net. Shipping weight 32 lbs. per case. There are no extra packing charges for the Landscape Pack. For shipment of 30 cases or more ask for quotation.

Weller Nurseries Co., Inc.

P. O. Box 1111 • Holland, Michigan • Phone ED 5-5315

PLEASE SHIP THE FOLLOWING ORDER OF PACKAGED PLANTS.

SHIP TO

BUYER

STREET

STORE NO..... ORDER NO.....

CITY..... STATE.....

SHIP WHEN..... VIA.....

PERENNIALS

50 plants per case

@

\$

Price 17c per plant (all varieties)

10 cases (500 plants) or more 16c per plant

For shipment of 30 cases or more ask for quotation.

CARTONS

TOTAL WEIGHT.....lbs.

SHIPPED VIA.....

DATE SHIPPED.....

Trays

Bulk

Labels

Display Material

PRICES ARE F.O.B. HOLLAND, MICH.

TERMS: 30 Days Net

MINIMUM ORDER 2 CASES

Holland Florex Perennials

PLANTS ARE SHIPPED IN DISPLAY TRAYS—READY FOR SALES COUNTER—25 PLANTS PER TRAY.

TOTAL QUANTITY OF PLANTS WANTED..... ☐ REQUEST SELECTION OF BEST-SELLING VARIETIES BY SHIPPER.

FOR ORDERS OF YOUR SELECTION

ORDER IN MULTIPLES OF 25 PLANTS PER VARIETY—FOR SMALL ORDERS IN MULTIPLES OF 5.

Quantity
of Plants

ROCK GARDEN VARIETIES

- 1 ALYSSUM (Sweet Alyssum) Golden Yellow, 10 in. Apr.-May
4 DWARF ASTER (Alpine Aster) Blue, 8 in. June
19 CANDYTUFT (Iberis) White, 8 in. May-June
20 CORALBELL (Heuchera) Deep Pink, 18-24 in. All Summer
25 CREEPING PHLOX (Subulata) Lavender, 3 in. May
26 " " " Pink, 3 in. May
27 " " " White, 3 in. May
28 " " " Crimson, 3 in. May
30 DWARF IRIS (Pumila) Assorted Colors, 6-10 in. May
31 DWARF PINK (Maiden Pink) Crimson, 8 in. May-June
32 GOLDEN MOSS (Sedum Acre). Yellow, 4 in. May-June
36 SHOWY SEDUM (Spectabilis) Rosy Red, 10 in. Aug-Sept.
41 DWARF VERONICA (Speedwell) Blue, 8 in. All Summer

CHRYSANTHEMUMS (Hardy Mums)

85* LARGE FLOWERS Assorted Colors

86* " " Bronze

87* " " Orchid Pink

88* " " Deep Red

89* " " Snowy White

90* " " Golden Yellow

1000* CUSHION (Magic Mum) Clear Pink

1001* " " " Old Bronze

1002* " " " Pure White

1003* " " " Deep Crimson

1004* " " " Creamy Yellow

1005* " " " Assorted Colors

Large Mums
30 inches high.
Flowering
Sept.-Oct.Cushion Mums
15 inches high.
Flowering
July-Oct.

HARDY PHLOX

162 PHLOX Assorted Colors

163 " Lavender Blue

164 " Crimson Eye

165 " Delicate Pink

167 " Bright Red

169 " Salmon Orange

171 " Pure White

All phlox
3 foot stems.
Flowering
July to Sept.

GENERAL LIST

56 MARGUERITE (Anthemis) Golden Yellow, 2 ft. June-July.

57 COLUMBINE (Aquilegia) Long Spurred Hybrids, Mixed, 3 ft.

58 " " Blue, 42 in.

59 " " Pink, 30 in.

60 " " Scarlet, 30 in.

61 " " White, 2 ft.

Quantity
of Plants

GENERAL LIST (CONTINUED)

65 ASTER (Michaelmas Daisy) Asst. Colors, 4 ft. Sept.-Oct.

66 " " " Blue, 4 ft. Sept.-Oct.

67 " " " Pink, 4 ft. Sept.-Oct.

68 " " " Red, 5 ft. Sept.-Oct.

69 " " " White, 3 ft. Sept.-Oct.

71* CANTERBURY BELL (Campanula) Asst. Colors, 2 ft. June.

72* " " " Blue, 2 ft. June.

74* " " " Pink, 2 ft. June.

75* " " " White, 2 ft. June.

78 CARNATION (Hardy) Giant, Asst. Colors, 18 in. July-Aug.

79 " " " Pink, 18 in. July-Aug.

80 " " " Red, 18 in. July-Aug.

81 " " " White, 18 in. July-Aug.

82 " " " Yellow, 18 in. July-Aug.

102 COREOPSIS (Lanceolata) Yellow, 2 ft. All Summer.

103 DELPHINIUM (Belladonna) Light Blue, 3 ft. All Summer.

104 " (Bellamosa) Dark Blue, 3 ft. All Summer.

105 " (Giant Hybrids) Mixed Colors, 5 ft. All Summer.

106 GARDEN PINK (Hardy) Mixed Colors, 18 in. All summer.

107* FOXGLOVE (Giant) Asst. Colors.

108* " " " Purple.

109* " " " Rose.

110* " " " White.

All Foxgloves
3 foot stems.
Flowering
in June.

115 GAILLARDIA Crimson and Gold, 2 ft. All Summer.

116 " (Burgundy) Deep Wine Red, 2 ft. All Summer.

117 BABY'S BREATH (Gypsophila) White, 30 in. July-Aug.

118 " " " Pink, 30 in. July-Aug.

119 DAY LILY (Hemerocallis) Orange, 4 ft. July.

120 " " " Yellow, 3 ft. July.

121 HIBISCUS (Giant Mallow) Asst. Colors, 5 ft. Aug.

125* HOLLYHOCK (Double Flowering) Mixed Colors, 6 ft. July.

138 GERMAN IRIS (Bearded) Mixed Colors, 30 in. May.

145 JAPANESE IRIS (Enormous Flowers) Mixed Colors, June-July.

146 PERENNIAL SWEET PEA (Lathyrus) Mixed, Climbing, July-Aug.

150 SWEET LAVENDER (Lavendula) Blue, 18 in. July-Aug.

153 LILY OF THE VALLEY, White, Fragrant, 8 in. May.

157 ORIENTAL POPPY Scarlet, 3 ft. May-June.

174 CHINESE LANTERN Coral Red, 2 ft. Sept.

175 BALLOON FLOWER (Platycodon) Blue, 2 ft. July-Sept.

177 PAINTED DAISY (Pyrethrum) Asst. Colors, 2 ft. May-June.

182 SHASTA DAISY (Alaska) Large Fl. White, 2 ft. All Summer.

183 " " (New Pacific Hybrids) Dbl. White, All Summer

184 SWEET WILLIAM (Giant Hybrids) Mixed, 18 in. June-July.

185 " " " " Crimson Eye, 18 in. June-July.

186 " " " " Pink, 18 in. June-July.

187 " " " " Scarlet, 18 in. June-July.

188 " " " " White, 18 in. June-July.

189* TRITOMA (Red Hot Poker) Orange Spikes, 3 ft. July-Sept.

190 VERONICA (Speedwell) Deep Blue, 2 ft. All Summer.

**FOR BLEEDING HEARTS SEE LANDSCAPE PACK**

NOTICE—The Weller Nurseries Co., Inc., gives no warranty, expressed, or implied, as to description, quality, productiveness or any other matter of any plants they sell.

SUGGESTED ASSORTMENTS

USE THIS GUIDE TO ORDER THE ASSORTMENT THAT WILL RETURN YOU THE BEST PROFIT

Your profit in Weller perennials is proportionate to the amount of counter and shelf space you are willing to devote to them—and it is good profit.

Generally speaking, you should order only as many plants as you can display at one time. Allowing 2 sq. ft. of display space per case, you can estimate the size of your order. It is better to re-order frequently, increasing each order as your volume grows, rather than stock a large inventory for prolonged storage.

Check the quantity or assortment you want, and mail this page . . . or use the order form.
No extra charge for making up your own assortment.

These suggested assortments are based on selling merit, normal market demand throughout the United States, and size of order. Preferences may vary regionally.

You pay no price penalty for ordering minimum quantities from Weller: the usual low prices prevail. You do benefit from additional discounts on large orders, however, and shipping costs normally favor the large order over the small. See the price lists, or write for quotations.

HOLLAND FLOREX (Round Pack)

3 DIFFERENT SIZE ASSORTMENTS

Favorite Varieties	2 Cases	5 Cases	10 Cases
ASTER	5	5	10
BABY'S BREATH	5	10	15
CANDYTUFT		5	10
CANTERBURY BELLS	5	5	10
CARNATIONS	10	30	65
COLUMBINE	5	10	15
COREOPSIS		10	15
CREEPING PHLOX	5	15	25
CHRYSANTHEMUM			
Large Flowering	10	20	40
CHRYSANTHEMUM			
Cushion Mum	5	10	15
DELPHINIUM	10	20	40
FOXGLOVE	5	10	15
GAILLARDIA		5	10
GERMAN IRIS			10
JAPANESE IRIS			10
HIBISCUS		5	10
HOLLYHOCK	5	10	15
LILY OF THE VALLEY	5	15	25
PHLOX (Tall)	10	15	20
ORIENTAL POPPY		10	25
PAINTED DAISY			15
PINKS		5	10
RED HOT POKER		5	25
SHASTA DAISY	10	15	25
SWEET WILLIAM	5	15	25
Total Plants	100	250	500

Check Here

☐ ☐ ☐

See HOLLAND FLOREX Order Form for Complete List of Varieties.

LANDSCAPE GRADE (Giant Square Pack)

3 DIFFERENT SIZE ASSORTMENTS

Best Varieties	2 Cases	5 Cases	10 Cases
BLEEDING HEART	8	16	16
Summer Flowering			
COLUMBINE			8
CREEPING PHLOX		8	16
CUSHION CHRYSANTHEMUM	8	16	32
DAY LILY		8	16
FOXGLOVE			8
HIBISCUS	8	8	8
JAPANESE IRIS			8
LAVENDER	16	16	32
ORIENTAL POPPY	8	8	16
PAINTED DAISY			8
TALL PHLOX	8	16	32
RED HOT POKER		8	8
SHASTA DAISY, Single			8
SHASTA DAISY, Double	8	8	16
SHOWY SEDUM		8	8
VERONICA		8	16
OLD FASHIONED			
BLEEDING HEART		16	32
PEONIES		16	32
Total Plants	64	160	320

Check Here

☐ ☐ ☐

See LANDSCAPE Order Form for Complete List of Varieties.

Ship To _____
 Street _____
 City, State _____

Buyer _____
 Store No. _____ Order No. _____
 Ship When _____ Via _____



30 YEARS OF EXPERIENCE

*in growing and
packaging perennials
at your service*

If there is merit and implied leadership in being the pioneer in an industry, Weller has earned this distinction in packaged perennials.

More than 30 years ago the Weller Nurseries, searching for ways to protect the quality of their products from field to market and anxious to make handling of these products easier for retail dealers, developed the first practical package for perennials.

Today Weller continues to lead. For number of varieties, for range of colors, for packages that have sales appeal, and for plant quality, Weller is the preferred source of packaged perennials.

When you buy from Weller you are dealing with the firm that has perfected the

planting, cultivation, handling, and packaging of perennials to a science, meticulous and precise. In only one important operation are plants still individually and personally handled — grading. The critical eye and judgment of experienced horticulturists are still on the job at Weller to assure you of quality you and your customers want.

With these years of experience, with millions of plants under cultivation, with knowledge of what the perennials market wants and with the ability and equipment to supply it, Weller is unquestionably your reliable source of marketing assistance as well as plants. Your orders are appreciated, your inquiries are welcome. Both will be handled promptly and courteously.

WELLER NURSERIES, INC.